Cisco Collaboration Portfolio

Stan Mizerny
Product Marketing Manager
Unified Communications Solution Marketing
Agenda

Industry Update
Cisco Collaboration Portfolio
Cisco Collaboration Architecture Overview
What’s New from Cisco
Key Messages

- Business is experiencing a productivity gap.
- Collaboration can speed decision cycles and accelerate innovation closing this gap.
- The network is the platform enabling people to connect, communicate and collaborate.
- Cisco enables collaboration through an open portfolio that embraces business applications:
  - Unified Communications
  - Video
  - Web/Enterprise 2.0 Platform
What’s New? – September 24th

Announcements

- The Cisco Collaboration Portfolio
- Cisco Unified Communications Systems Release 7.0
- TelePresence Expert-on-Demand
- Cisco WebEx Connect
The Evolution of the Workforce
Employees

“Why can’t I work from home?”

“Let me use Facebook. Why won’t you support my iPhone?”

Partners

“Give me equal access”

“Empower me, Include me, Help me help you”

Customers

“Give me faster, better service”

“Let me contribute to the solution, let me voice my opinion”

Business Leaders

“Transform IT, transform our customers, transform the world”

The New Workspace

Cross-Company Collaboration

Customer Intimacy

Business Transformation
The Current Landscape

- Ubiquity, speed, flexibility
- “Web 2.0” style innovation platform
- Facebook stat: 5000 “custom apps” built by 90,000 developers in seven weeks

- The “utilities”—security, reliability, scalability, availability, etc.
- Intelligent services built into the network
- Example: Network Access Control (NAC)
The Best of Both Worlds

Our Strategy:
Bring together the pace of web-based innovations and Cisco’s proven strength in enterprise networking.
The Network has Enabled it all

Connect

Communicate

Collaborate
Increasing Complexity
Collaboration is the Platform for Business
...The Network is the Platform for Collaboration
...The Network is the Platform for Collaboration
The Network is the Platform for Collaboration
Web 2.0 Applications Platform

Cisco WebEx Connect Platform  Application Development Tools

Data Center   Access   Presence   Mobility   Security   Policy Mgmt

...The Network is the Platform for Collaboration
Only Cisco and its Partners Can Deliver Collaboration Via The Model That Best Suits Your Customers
Cisco Collaboration Architecture

Workspace Devices

Policy

Applications & Mashups

- iGoogle, WebSphere, Sharepoint, etc.
- LOB Apps that integrate SOA svcs
- Custom Applications
- WebEx Connect

Web Services

UC TOOLS

- Call Control
- Voice
- File Mgmt
- Video
- Directory & Identity
- Custom Data
- LOB Application
- Personal Prod Docs
- HR Application

Cisco Intelligent Network (On Premises + On Demand)
Cisco Collaboration Architecture

Workspace Devices

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Policy

Network Services Strategy
- Full range of transport, communication, collaboration, administrative and developer services
- Scalable, Reliable Services with built-in Policy Controls

Global Delivery Network (On Premise + On Demand)
Cisco Collaboration Architecture

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API Strategy
- Web services APIs support both on-premises and on-demand services
- Cisco Unified Applications Environment/AxP
- Cisco WebEx Connect SDK

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Global Delivery Network (On Premise + On Demand)
Cisco Collaboration Architecture

Workspace Devices

Applications Strategy

- Business process specific mash-ups of underlying collaboration services and third-party applications
- Application built by Cisco, Customers and Partners
- Applications are delivered primarily as on-demand services

API Strategy

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Network Services Strategy

- Full range of transport, communication, collaboration, administrative and developer services
- Scalable, Reliable Services with built-in Policy Controls
Cisco Collaboration Architecture

Clients Strategy
- Consistent user experience across desktops, mobile devices, browsers
- Integrated client Portfolio across on-premises and on-demand

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Network Services Strategy
- Full range of transport, communication, collaboration, administrative and developer services
- Scalable, Reliable Services with built-in Policy Controls
Collaborate With Confidence

**Security in the Client Layer:**
CSA: Enforces local policy, determines what can be done with documents, prevents data leakage

**Security in the Policy Layers:**
Enterprise Policy Manager: Policy enforced across team spaces and companies based on content and action tags, makes On-Premise resources accessible to other companies per policy

**Security in the Web Services Layer:**
ACE-XML Gateway: Admits outside REST requests based on enterprise policy
Ironport and IDS to look for attacks and malware

**Security in the Network:**
NAC: Validates security posture of client machines prior to admittance to team spaces
CS-MARS: Intelligent thread detection based on behavior monitoring and event correlation
ASA: Line-rate gateway to the enterprise – safe cross-company collaboration
VPN: Secure user access to the enterprise
Cisco TelePresence Expert-on-Demand

High-touch customer service application
Cisco Unified Contact Center Integration
Strong Vertical Value Proposition

Cisco TelePresence Expert-on-Demand
Cisco WebEx MediaTone Network

**Reliable and Scalable** Global Delivery

- A Cisco Intelligent Network – On-Demand
- Nine globally-linked data centers
- 5 nines availability with hot-site redundancy
- Global access and peering
- Over 125,000 meetings per day,
  > 7M people in WebEx sessions each month
Introducing Cisco WebEx Connect

SaaS-based collaboration platform

Integration into Unified Communications

Enterprise Applications Interoperability

Desktop and Mobile Clients

Web 2.0 Applications Enablement

IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring

SaaS-based collaboration platform
A platform for application development
Rich set of Collaborative Applications

- IM, Teamspaces, Doc Mgmt, Widgets, etc.
- Coming Soon Email & Calendaring

SaaS-based collaboration platform
Integration into Unified Communications
IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring
SaaS-based collaboration platform

Tight Integration into Cisco Unified Communications
SaaS-based collaboration platform
Integration into Unified Communications
Enterprise Applications Interoperability
IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring
SaaS-based collaboration platform
Integration with existing business applications
Web 2.0 applications as widgets

ActOn
Plugs into WebEx Connect and your existing e-mail infrastructure to automate the process flows required for real-time communications.

DreamTeam
An integrated suite of capabilities for project management, document management and collaborative calendaring.

LongJump SFA
All of the sales management functions you’re accustomed to in enterprise-grade applications including integrated repositories for prospects, customers, contacts, and opportunity information, plus much more.

Web 2.0 Applications Enablement
Enterprise Applications Interoperability
Integration into Unified Communications
IM, Teamspaces, Doc Mgmt, Widgets, etc.
– Coming Soon Email & Calendaring
SaaS-based collaboration platform
Comprehensive Client Strategy

SaaS-based collaboration platform

Integration into Unified Communications

Enterprise Applications Interoperability

Web 2.0 Applications Enablement

Desktop and Mobile Clients

IM, Teamspaces, Doc Mgmt, Widgets, etc. – Coming Soon Email & Calendaring

SaaS-based collaboration platform
Cisco Unified Communications System Release 7.0
Agenda

- Cisco Unified Communications System Release 7.0
  - Open Systems
  - Enhanced User Experience
  - Optimized TCO
System Release 7.0
Focusing on Customer Priorities

To empower people in the Human Network to collaborate effectively and elegantly — every time, everywhere, everyone’s included

Open Systems

User Experience

Improved Total Cost of Ownership (TCO)
Key Messages

Open Systems
- Open
  - Applications development and interworking
  - Presence, phone control and click-to-conference with IBM Lotus Sametime
  - Simultaneous ringing and inter-domain federation with Microsoft
- Secure
  - Protected deployment of remote phones, mobile communications, and presence architectures
- Mobile
  - Rich call control and flexibility extending to mobile communications

User Experience
- Quick
  - Improved collaboration through easy access to buddies, messages from collaborative workspaces
- Flexible
  - Services including call control, web meeting access, directory access, and WebEx in embedded web applications
  - Spoken access to directories and web applications for self service
- Choice
  - Integrated scheduling and Cisco Unified MeetingPlace voice from Cisco WebEx user interface

Improved Total Cost of Ownership (TCO)
- Scalable
  - Simplified deployment through increased scalability for messaging, presence and conferencing
- Efficient
  - Administrative enhancements and standardization on appliance deployment environment
- Cost-Effective
  - Enhancements to Cisco Unified Workspace licensing enables applications to be deployed to more workspaces
Leveraging Open Systems
Enabling Innovation and Transformation

On-Premises
Cisco Unified Application Environment

On-Demand
WebEx Connect

Contact Center
Customer Voice Portal

Network-enabled Branch
Application eXtension Platform
Enabling Business Transformation

Cisco Unified Application Environment 2.5

- **Open Architecture**
  - Open sourced core technology
  - Support for a variety of developer tools and languages
- **Easily embed Unified Communications into Web 2.0 applications**
- **New Unified Communications plug-ins**
  - Cisco Unity, Cisco Unity Connection
- **Rich portfolio of packaged applications**
  - Radianta, Gold Systems, McKesson, Workbrain, Litescape, …
Delivering Investment Protection and Enhanced Collaboration with IBM and Microsoft

Enabling Unified Communications for Sametime and MOC

**IBM - New Lotus Sametime Plug-ins**
- Cisco audio/video soft phone, hard phone control
- Phone Presence awareness
- Click-to-conference – voice, web & video
- Add Embedded Video in Sametime

**Microsoft**
- Simultaneous Ring - Unified Communications Manager calls simultaneously ring on MOC client
- Business to business federation between MOC and Cisco Unified Personal Communicator
- Unified Mobile Communicator on Windows Mobile
- Click-to-Call from Office, IE, Outlook, SharePoint
- Add Embedded Video in MOC
Consistent Experience at the Desk and on the Move

Cisco Unified Mobile Communicator 7.0

- Broadened Smart Phone and mobile OS support
- Mobile Presence Status with Cisco Unified Presence
- Dial via Office
- Turn Single Number Reach (SNR) On/Off
- Visual Voicemail
  - Cisco Unity Secure messaging, Cisco Unity Connection
- Cisco ASA as a Proxy Server
Simplified and Secure Deployment of Remote Phones, Clients, Presence Architectures

Cisco Adaptive Security Appliance (ASA) 8.0(4) provides a single support architecture for simplifying and securing the deployment of remote phones, clients, and presence architectures.

- Secures communications between Cisco and Microsoft presence servers for efficient collaboration between organizations.
- Simplifies and secures deployment of remote IP phones and softphones without additional VPN devices.
- Secures traffic between Cisco Unified Mobile Communicator software and Cisco Unified Mobility Advantage server.
- New IPS signatures inspect inbound traffic to stop known attacks against UC call-control and application servers.
Enhancing the User Experience
Combining the Best of On-Premises and On-Demand Conferencing

Unified MeetingPlace voice with WebEx web delivers cost savings and added productivity

- Integrated setup and attend
  - MeetingPlace or WebEx interfaces
  - Single access point for all voice & web collaboration

- Single sign-on across solutions
  - Single point of user management for Unified MeetingPlace & WebEx

- Integrated experience
  - from WebEx web UI
  - Control voice (e.g. outdial, mute)
  - Voice-web recording
Cisco Unified MeetingPlace 7.0

Enhance productivity and reduce travel & costs with rich-media collaboration

- **Exceptional Experience**
  - Simple setup & attend from multiple applications and devices to add collaboration into business processes
  - Advanced Video - Desktop to TelePresence
  - Web collaboration - On-premises & WebEx options

- **Flexible On-Premise Solution**
  - New unified voice and video media server and architecture – more scalable, lower TCO
  - On-premises voice for WebEx
  - Cost effective & secure
Cisco Unified Videoconferencing 5.6

Complete Video Infrastructure for Cisco Unified Communications

- Enhance collaboration with visual communications
- Desktop to High Definition to TelePresence
  - Standards-based for broad interoperability
  - Multiparty Video Telephony
  - Video interoperability for Cisco TelePresence
- Modular, distributed, intelligent solution
- Unified Videoconferencing 5.6
  - Add embedded video to MOC and Sametime
    - display video from traditional endpoints and TelePresence
  - Video recording
Enhance User Experience In Every Workspace with Unified Communications Widgets

- Personalize Business Communications with Phone Designer application

- Streamline Business Communications with Click-to-Call application

- Rich messaging experience on Cisco Unified IP Phone with Visual Voicemail application
Cisco Unified Customer Voice Portal 7.0

**Faster, more intuitive caller experience**

**Richer, immersive caller interactions**

- Voice self-service
- Intuitive graphical integrated development environment
- **New Video capabilities:**
  - Video Self-service menus
  - Video Queuing
  - Video Agent (Agent's video UI shown at right)
- **Supports 3G mobile video and video kiosks**
- **Key User Experience Enhancements**
  - Video provides a "show me" experience
  - Puts a human face on the contact center
  - Enables services in noisy environments and for the deaf and hard of hearing
Transforming Business Process with Expert Advisor

- Provide faster, more efficient and accurate customer service
- Presence-enabled knowledge workers become Expert Advisors

- Enables first-call resolution → higher service levels
- Easy to deploy and use
- Flexible: deploy with or without contact center
Cisco Unified Contact Center Enterprise and Hosted 7.5

- **Create Unique Customer-centric Experiences**
  - Enables enterprises and service providers to provide efficient, effective and accurate customer service

- **Increase First-call resolution**
  - Find experts quickly and easily to assist agents with questions beyond their skill set – first call resolution

- **More Efficient and Effective**
  - Reduced total cost of ownership (TCO) through increased performance and scalability
  - New advanced reporting options
  - Rich video interactions with customers
Cisco Unified Contact Center Express 7.0

- **Create Unique Customer-centric Experiences**
  - Provides a cost-effective, easy to deploy and administer solutions for SMB, branch offices and corporate departments

- **New Features – Better Customer Service**
  - Presence-enabled Cisco Agent Desktop
  - Basic Agent E-Mail
  - Enhancements to Unified Workforce Optimization
  - New Quality Management features
  - Cisco Agent Desktop Browser Edition
  - Enhanced Historical Reporting
Cisco Unified Intelligence Suite 7.5

- **One view of the enterprise for contact center reporting**
  - State-of-the-art, open reporting platform offering a unique 360° view of the enterprise

- **Data at your finger tips**
  - Real time/historical dashboards and ad-hoc reporting
  - Personalized information delivery
  - Integrates contact center data into the enterprise

- **Open and secure**
  - Open standards enable flexible integration into current environment
  - Multi-Level security—with permissions and role management capabilities
Improved Total Cost of Ownership
Cisco Unified Communications Manager 7.0

- **Performance and ease of use enhancements to improve maintenance and administration**
  - Appliance deployment environment
  - SIP line and trunk enhancements
  - Increased security options with Trusted Relay Points

- **Continuing to build on rich base of end-user features**
  - Ensure efficient communications with: Directed Call Pickup and Do Not Disturb enhancements
  - Mobile Unified Communications enhancements for consistent user experience at desk or on the move

**Time of Day Rules**: User or administrator-defined call blocking and call extension rules by time of day
Cisco Unified Communications Manager Appliance

- **Optimizing Deployment for Real-time Communications**
  - Complete turnkey solution
  - Reduced complexity
  - Easy to install and upgrade
  - Improved security and resiliency

- **Increases velocity of features to market**
Cisco Unified Communications Manager Business Edition 7.0

- **Low TCO w/new Workspace Bundle:**
  - Cisco Unified Workspace Licensing Business Edition licenses bundled w/Unified CMBE core platform

- **Increased scalability**
  - Site capacity increased to 20 Cisco Unified SRST sites

- **Increased migration flexibility:**
  - Re-purpose 7828 server when moving to Cisco Unified Communication Manager

- **Easy access to applications:**
  - Development capabilities via integration with Cisco Unified Application Environment and available pre-packaged horizontal/vertical 3rd party applications

- **Foundational Support:**
  - Integrates Unified Communications Manager 7.0 and Unity Connection 7.0 releases

- **Increased channel partner coverage:**
  - New Cisco Authorized Business Edition Reseller Program
Cisco Unified Communications Manager Express and Cisco Unified SRST 7.0

**New Capabilities**
- Add/change speed dial on phone
- Transfer to voicemail soft key
- Live record soft key
- Blast/Parallel Hunt Group
- Call Barge with privacy release
- CME E911 support
- CME Integration with 3200 Series Rugged ISR
- Integration with new Cisco Configuration Professional
- 8 call lines per button
- SRST feature set updates
- High quality audio with wideband support - G.722
- iLBC codec for narrow band or between site calls

**Benefits**
- Improves end user experience and productivity
- Enhanced disaster preparedness and mobility
- Support for Public Safety and Department of Defense (DOD) initiatives
**Cisco Unified Presence and Cisco Unified Personal Communicator 7.0**

**Standards-Based Support for Rich Presence**

- **Enhanced Scalability, Reliability, & Redundancy**
  - Multi-node clustering with support for up to 30k users

- **Extended presence capabilities through 3rd party applications**
  - Business-to-business federation with Microsoft Live Communications Server and Office Communications Server
  - New API’s for presence integration with web and business applications

- **Tightly integrated with Cisco Unified Communications to deliver rich presence-enabled communications**
  - Secure messaging support with Cisco Unity, Cisco Unity Connection, and Cisco Unified Personal Communicator
  - Synchronized Do Not Disturb (DND) state with Unified IP Phone and Cisco Unified Personal Communicator
Cisco Voice and Unified Messaging
Reduce costs while maximizing productivity

- **Cisco Unity 7.0:**
  - New scalability: 200 port, 15k user single systems
  - Enhanced Telephony User Interface (TUI) addressing
  - Automated recognition of alternate extensions

- **Cisco Unity Connection 7.0:**
  - Increased scalability: 10k users and 144 ports on a single server
  - 2 server active-active clustering for redundancy
  - Up to 50k users in a single messaging network

- **Cisco Unity Express 7.0:**
  - Centralized voicemail, auto attendant and management for up to 10 Cisco Unified CME sites
  - Authentication, authorization and auditing functions
  - Password synchronization between Cisco Unified CME and Unity Express
Migration and Execution
Services Help Our Customers Transform Their Business Through Collaboration

Cisco & Its Extensive Network of Global Partners Can Help:

- Deploy solutions with lowest TCO
  - Proven, consistent service-delivery methodology
  - Tools and best practices

- Increase ROI of Collaboration programs
  - Align IT plan to business value
  - Integrate with existing Collaboration platforms

- Provide practical advice and hands-on expertise
  - Comprehensive service lifecycle
  - Deepest skills available globally
Ensuring Your Success

*Proven Excellence In Design, Integration And Support*

- **Best Qualified Partners in the Industry**
  - With more than 95,000 Cisco Unified Communications customers and 18 million Cisco IP phones deployed. Cisco channel partners have unequaled experience in designing and deploying UC solutions

- **Specialized to Meet Your Unique Needs**
  - Cisco UC specialized partners demonstrate expertise across a wide portfolio of Cisco solutions
  - Tools, training and world-class support for partners to help them meet your unique needs
  - Application expertise to extend your UC solution

- **Full Range of Services**
  - Qualified, trusted advisors in planning for Unified Communications
  - Utilize best practices from end-to-end deployments at companies like yours
  - Single point of contact enables customers to focus on core business and reduce IT staff investments
6 Business Reasons to Get Current

1. Boost Productivity
2. Reduce IT Complexity
3. Gain Access to Broader Set of Application Possibilities
4. Drive Business Innovation
5. Manage Migration, Services, and Investment Protection
6. Special financing from Cisco Capital gives you access to these solutions now
How to Stay Current

- **Cisco Unified Workspace Licensing**
  - Take full advantage of Unified Communications while maximizing Total Cost of Ownership

- **Cisco Unified Communications Software Subscription**
  - Stay current, competitive and cost-effective with new software and features

- **Migration Momentum**
  - Trade-in old equipment and trade-up to Cisco Unified Communications

- **Financing with Cisco Capital**
  - Flexible migration and refresh options protect from obsolescence and allow for changes as your business requires
Cisco Unified Workspace Licensing

The Easy Way to buy Unified Communications applications

“…applications come as shrink-wrapped software, with predictable costs, an update schedule, and software assurance plan will mean that CIOs can manage their IT portfolios with greater assurance,” IDC

Solution

- Combines UC client and server software licensing, service, and upgrades
- Available in three versions – Business, Standard and Professional Editions
- Includes call control; unified messaging; mobility; contact center; presence; audio, video and web conferencing; and support for public space devices

Benefits

- **Flexibly** meet your business needs
- **Cost effectively** deliver unified communications to every user
- **Stay current** with new capabilities
Increase your Cisco Unified Communications business value and return on investment through an economical approach to upgrading to new releases of Cisco applications and solutions.

- Maintain competitive advantage by having immediate access to the latest software product features and capabilities
- Lower overall costs using term coverage and multiyear discounts
- PREDICT and PLAN IP Communications budgets over multiple years and/or budget once instead of “going to the well” every time an upgrade is required
- Complements Cisco® Unified Communications Operate Services (Essential and Select) to provide full lifecycle services
- Simple and convenient to administer— per user pricing through Cisco Unified Workspace Licensing
Promotional Offers

- Cisco Technology Migration Program (ongoing)
- Cisco Unified Workspace Licensing (ongoing)
- Cisco Unified Communications Software Subscription (ongoing)
- Unified Communications Migration Momentum (ends Dec 31, 2008)
- UC The Green (ends Dec 31, 2008)
- Cisco Unified Contact Center Express free for new Cisco Unified Communications Manager Customers (ends Feb 28, 2009)
- Value Incentive Program (VIP) for Partners
- Cisco Unified Communications System Release 7.0 Not for Resale Program
- Cisco Unified Workspace for Partners
## Cisco Unified Communication Fast Track Migration Services

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discovery</strong></td>
<td>▪ Validate and review customer’s migration requirements</td>
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<tr>
<td></td>
<td>▪ Identify any factors that could hinder or impact successful migration</td>
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<tr>
<td><strong>Planning</strong></td>
<td>▪ Develop migration plan to outline step-stage migration activities based on leading practices</td>
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<tr>
<td></td>
<td>▪ Formulate test plan to verify that Cisco Unified Communications system meets operational, functionality, infrastructure and interface requirements</td>
</tr>
<tr>
<td><strong>Implementation &amp; Support</strong></td>
<td>▪ Provide on-site implementation services and ongoing mentoring during migration of your Cisco Unified Communications system</td>
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Financing with Cisco Capital*
A strategic acquisition plan for Cisco Unified Communication Solutions

Flexible and Competitive Financing
Available for all Cisco Customers

- **Preserve Cash:** spread costs over time, preserve credit, avoid cash investments
- **Lower Costs:** competitive rates and residual values lower cost of ownership
- **One Predictable Payment:** combine hardware, software and services on one lease
- **Manage Equipment Lifecycles:** easy upgrades, migrations, disposal keep you agile
- **Maximum Flexibility with:**
  - End of lease options to protect you and your investment
  - Payment schedules and lease lengths up to 5 years
  - $1 Out Migration and refresh options to stay current

Focus on Your Business not on equipment ownership or disposal

**Analysts Estimate You:**
Could save approx 20% on TCO with the proactive management of equipment lifecycles
Spend approx 5% of TCO on equipment disposal

*Ask how financing from Cisco Capital can maximize your benefits.*

www.cisco.com/go/ciscocapital

*Usual Cisco Terms and Conditions apply, subject to credit approval, not available in all countries.
No Payments, No Interest
During Cisco UC Deployment *

Conserve resources and align investment with technology benefits with no payments or interest while your Cisco Unified Communications solution is being deployed for up to 120 days

• Applies to Cisco Unified Communication solutions only
• U.S. and Canada Enterprise and Commercial customers eligible
• Minimum deal size of $100k
• Order must be placed with a Cisco AT certified reseller
• Deployment period of up to 120 days
• Available through FY 2009

➢ Contact your Cisco Certified Partner or local Cisco Leasing Account Manager to learn more.

*US/CANADA ONLY. See disclaimer below and AAG for full details at: www.cisco.com/go/ciscocapital
Cisco Leads the Market in Technology, Services, and With Partners

WW Enterprise Voice Market Share

The Leader in Unified Communications

- #1 in Enterprise Voice
- #1 in Web Conferencing
- #1 in Audio Conferencing
- #1 in Telepresence
- #2 in Contact Center
- #2 in Unified Messaging
- Globally-recognized, award-winning services

Sources: Synergy Research, Frost & Sullivan, Gartner Dataquest, IDC, Intellicom, Cisco
To Learn More About UC Release 7.0

www.cisco.com/go/unified
Questions?

CiscoCLP@cisco.com